



National Lighting Partner Meeting
April 4-6, 2005

Welcome to Las Vegas

Lighting Partner Meeting: Goals

Congratulations: Largest turnout ever

– 140 Attendees; 40 Manufacturing partners

- Cultivating business relationships
- Increasing product knowledge
- Learning about market trends
- Exchanging information with your peers



ENERGY STAR Product Successes



- More than **1 billion** ENERGY STAR qualified products purchased
- **40 product** categories covered
- Continued partner growth: New Regions
 - Increasing activity in the Southwest
 - CO, AZ, NM, UT, NV
 - Southeast

Growing Influence/Awareness



- Monthly volume of news articles about ENERGY STAR has reached 1,400 articles, or a circulation of 140,000,000
 - November 2004 (example)
 - 1,125 articles
 - total circulation of 81,796,264
 - \$415,055 in earned media value

Growing Influence of Label



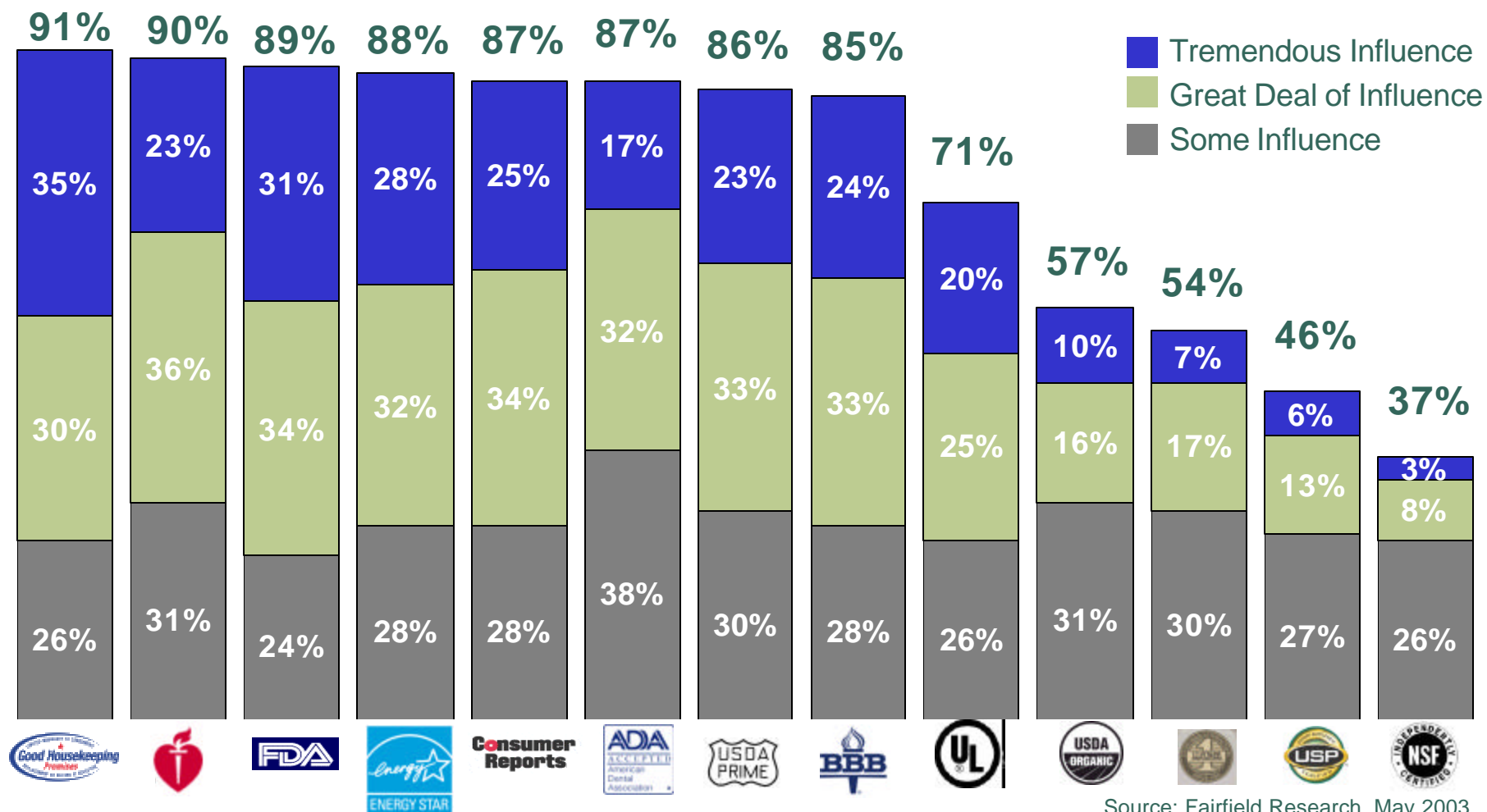
- Public awareness of ENERGY STAR jumped to **64%** of US households in 2004
- **30%** of US households knowingly purchased a qualified product in the past year
- **54%** of households favorably influenced by label
- More than **70%** of households would recommend labeled products to their friends
- **95%** of recent purchasers say they are likely to buy a product with the ENERGY STAR label in the future



Good Housekeeping Seal Survey



ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the Good Housekeeping Seal and Consumer Reports.



Growing Demand for Energy-Efficient Lighting

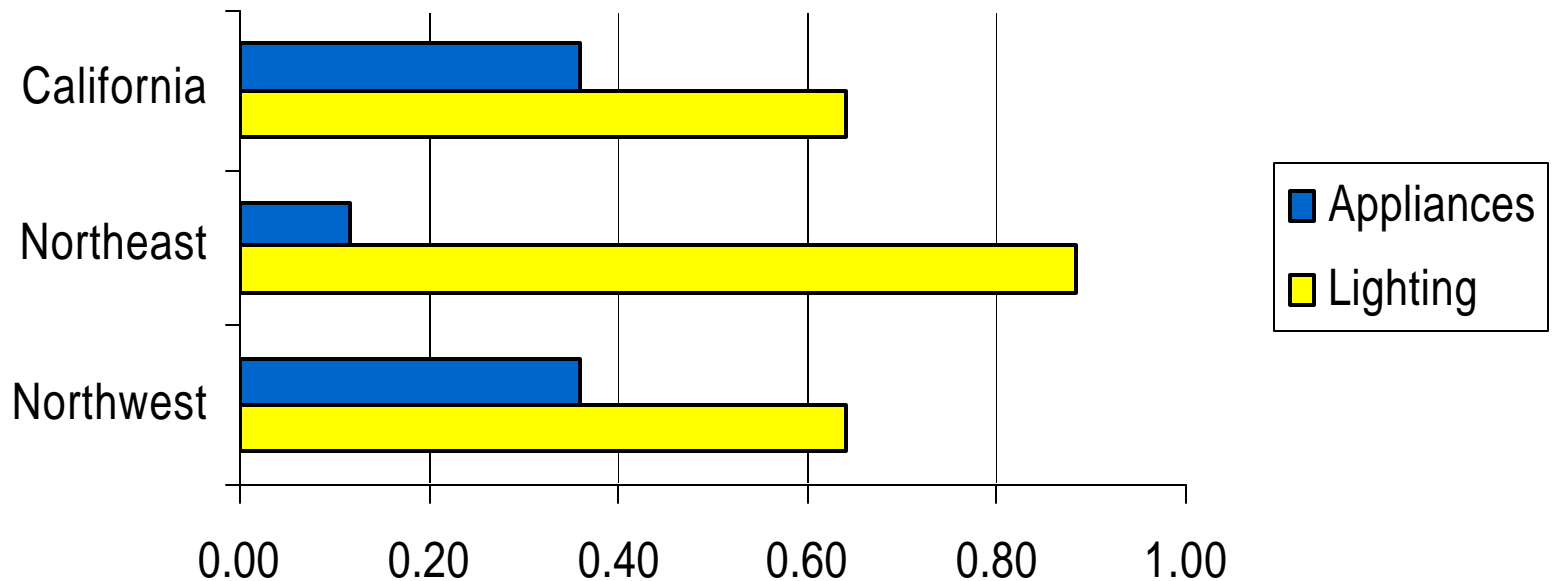


- Initiatives at the state level to mandate energy-efficient light sources
 - T24-2005
 - Pacific Northwest
- ENERGY STAR New Homes
- ENERGY STAR lighting partners well-positioned with new products

Large Potential



Future Savings Potential, Lighting vs. Appliances and HVAC (combined)



We Need New, Better Products



Sampling of ENERGY STAR Qualified Lighting Families



Innovation, New Technologies



Sampling of ENERGY STAR Qualified Lighting Families



Special Thanks to our Sponsors



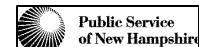
PHILIPS



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Meeting Highlights



- Welcome Reception Tonight!
 - 6:00 – 8:00 p.m. in the Lighting Expo
 - Meet with friends and acquaintances, while looking at the latest ENERGY STAR qualified fixtures, compact fluorescents, and ceiling fans with lighting
- Breakout Meeting Rooms
 - Breakout meetings are prearranged closed-door sessions hosted by REPS partners. Attendees by invitation only; they are not open sessions.
 - Limited open breakout rooms available, please visit registration desk to schedule.